

ROBERT F. KENNEDY
NEW YORK

United States Senate

WASHINGTON, D.C. 20510

August 22, 1967

Mr. Alfred B. Lyon
Honorary Chairman
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Lyon:

On May 17, 1967, I spoke on the floor of the Senate about problems of cigarette smoking and health. I enclose a copy of my statement.

As the statement indicates, I believe we must take significantly greater action to acquaint people, especially young people, with the hazards of smoking. At the same time, I believe we must refrain from advertising cigarettes in ways and at times which have an undue impact on young people.

You will note my remarks regarding the regulation of cigarette advertising. The cigarette companies and the advertising and broadcasting industries have, in my judgment, done an insufficient job of self-regulation, particularly in relation to young people. I therefore called in the statement for more extensive self-regulation, and suggested that if it is not forthcoming, I will introduce legislation to mandate an experimental one-year ban on all cigarette advertising on radio and television. Such additional self-regulation might include a prohibition against cigarette advertisements on radio and television before 9 p.m.; a prohibition against cigarette advertisement on programs which young people are likely to watch; and a greater effort not to depict smoking in ways uniquely attractive to young people.

I wonder what new self-regulatory steps you have taken in recent months and what you are planning to do in the months to come. I am now preparing some limited legislative proposals relating to advertising, but I would hope that your own action in the coming months would make that legislation, as well as an experimental ban, unnecessary.

I look forward to having your comments on my suggestions.

With best wishes.

Sincerely,

Robert F. Kennedy
Robert F. Kennedy

Enclosure

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